



STEEL FARM GATES
STEEL BARN EQUIPMENT
AUTOMATIC GATES
ORNAMENTAL FENCE

CEDAR FALLS, IOWA, June 21, 1918.

H. E. Kochendorfer,
Cochrane, Wis.

Dear Sir:

Would a \$100.00-a-month increase in clear profits interest you?

A sales volume over \$3,050.00 with a profit over \$900.00 in 9 months selling farm Gates is the record of Vasey Bros., Dealers in Lumber and Implements at Collins, Iowa.



Vasey Bros., CLAY Gate Dealers
Collins, Iowa

How did they do it?

They had been handling 3 or 4 different kinds of Gates for many years without making "any money."

Then they determined, if possible, to sell a Line of Gates that would not only allow them a good margin of profit, but thoroughly satisfy their customers and bring repeat business.

They chose the CLAY Line -

Placed their order for 20 CLAY Steel Gates and secured the Exclusive CLAY Gate Agency.

What was the result?

Vasey Bros. will tell you -

"Since selling CLAY Steel Gates exclusively, we have sold more Gates, having sold 250 of them in less than a year, and made more clear money and more satisfied customers in this time, than in 5 years selling other makes of Gates.

The CLAY Steel Gate is one that makes friends and is a repeater every time. We have customers that bought CLAY Gates 7 years ago who are buying them today. They do not object to the price, because they know they are getting quality."

The experience of these energetic Dealers, who now have a

THE VOICE OF EXPERIENCE

Sold 50 CLAY Steel Gates in One Day's Time

Gentlemen:

Malcolm, Iowa, May 23, 1918.

We have sold CLAY Steel Gates for almost two years and do not know of a customer that is not well pleased. By canvassing our territory we sold over fifty CLAY Gates in two half-days.

The Gates are sold under your guarantee which we think is a good one, and one we are not afraid to stand behind. The latch we consider the best on the market, as also the entire Gate.

Yours truly,

FARMERS' ELEVATOR CO.

(Signed) H. B. Booknau, Manager.

Sold Over 1,000 CLAY Steel Gates

We have sold over 1,000 CLAY Steel Gates, which in all cases have given perfect satisfaction.

The literature you supplied for advertising is very attractive and has done us lots of good, and we have been thoroughly satisfied with the treatment we have had from you at all times.

Yours very truly,

COMLEY LUMBER CO., Wichita, Kans.,

(Signed) H. Comley, President.

Easier to Sell Than Cheap Wooden Gates

We sell a CLAY Steel Gate almost every day. We sold one today; our General Office will send you an order for more.

We used to think CLAY Gates too high price for us to sell, but we have found they are much easier to sell than even the ordinary cheap wooden Gates.

Yours very truly,

LOGAN-MOORE LBR. CO., Butler, Mo.

(Signed) A. C. Coberly.

Why the CLAY Gate Dealer Gets the Farm Gate Trade

Has 12 CLAY Steel Gates and Wants More

After having used the CLAY Steel Gate for quite a few years, I can truthfully say that we consider it the best all around Gate I have used or seen.

I do not hesitate to tell anyone who is interested in buying Gates that they will make no mistake if they get the CLAY Gate. I have 12 of them and expect to buy more soon. There is nothing that does more to advertise a farm than good Gates.

Yours truly,

(Signed)

W. G. JANISON,

Homestead Farm, Appleton, Wis.

Just the Gate I Want

Woodston, Kans., May 10, 1918.

I opened one of your CLAY Steel Gates yesterday on a drive through a large pasture. It was just the kind of a Gate I want. Send me your price on 14 and 16 ft. Gates.

Very truly,

(Signed)

S. C. Farnell,

(Over)

DEALER'S EXCLUSIVE AGENCY

ORDER BLANK

IOWA GATE COMPANY
CEDAR FALLS, IOWA

GENTLEMEN: Kindly ship to us as soon as possible at

Town..... Co.,..... State.....

Via..... R. R., six or more CLAY Galvanized Steel
 Gates as specified below.

TERMS: 2% for cash in 10 days, net 30 days, f. o. b. Cedar Falls, Iowa.
 This gives us the exclusive CLAY Steel Gate Agency.

Quantity	Width of Opening	Height	Style	Finish	REMARKS	Net Price	EXTENSION
	10 ft.	4½ ft.	E	Galv.		\$8.05	
	12 ft.	4½ ft.	E	Galv.		\$8.98	
	14 ft.	4½ ft.	E	Galv.		\$9.90	
	16 ft.	4½ ft.	E	Galv.		\$10.82	

Complete supply of Advertising Literature, including large No. 10 Catalog,
 sent with Gate Order.

(If you want only our Large Dealer's Catalog and Discounts, cross off the
 order blank.)

We are interested in your exclusive CLAY Gate Agency. Without obligation,
 please send us your **DEALER'S LARGE NO. 10 COMPLETE CATALOG**, illustrating
 and describing the complete line of CLAY Steel Products—including Steel Farm
 Gates and Modern Steel Barn Equipment. Also, send us Dealer's confidential dis-
 counts.

Signed thisday of1918

Dealer's Name.....

County.....

State.....

(Over)

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profitable Farm Gate trade that is permanent and without competition, is being repeated by a multitude of other merchants throughout the great Central West.

Vasey Bros. had no secret key to successful sales. Their trade for Gates was simply undeveloped like yours.

You can get these same advantages that they had: Namely, the Exclusive Agency for the CLAY Steel Gate - the Gate that is built for permanent service with every convenient, adjustable feature, our pull-together cooperation and free advertising and sales service.

Remember - if any customer of yours is not entirely satisfied with CLAY Gates after a 30-day test in hard service, return the Gates to us AT OUR EXPENSE for full credit. We have yet to learn the name of a single Dealer who has failed to close the sale for CLAY Steel Gates after such a test.

Have you read the remarkable Gate Guarantee in the Booklet?

In 1914 a Farmer in Minn. bought a supply of CLAY Steel Gates. In 1917 a tractor damaged one of them. Fulfilling our Guarantee, we replaced the damaged Gate free of any cost to the Farmer or Dealer. This incident proved a boom for CLAY Gate Sales to the local Dealer.

Is there any wonder that the CLAY Gate Dealer has no fear of competition and "cleans up" on the profitable Farm Gate trade?

The Booklet inclosed shows you the superior design and construction of CLAY Steel Gates and the Price List with Dealer's Discounts reveals the liberal profits Dealers are making.

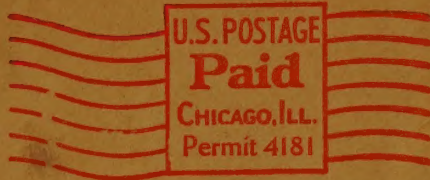
Prompt action will secure for you the profits on a good volume of CLAY Steel Gate trade in your territory. - Just fill in the inclosed order blank and mail it at once.

Yours very truly,
IOWA GATE COMPANY.

JBC*MS

Joe B. Clay
President.

Sec.562 P.L.&R.



U.S. POSTAGE

Paid

CHICAGO, ILL.

Permit 4181

A fine
PRIZE

for You!

Wm Nykolayow
Sand Creek Mont

PULL OUT FOR POSTAL INSPECTION

ir pull-together cooperation and free advertising

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

First Class Permit No. 1369, Sec. 510 P.L. & R., Chicago, Ill.

2¢ — Postage Will Be Paid By — 2¢

U.C.A. MANUFACTURING CO.

(THE BIG PREMIUM HOUSE)

836 W. Roosevelt Rd.

Dept. 15

CHICAGO, ILLINOIS

MAIL THIS NOW

(NO STAMP REQUIRED)

UCA MFG. CO., CHICAGO, ILL.

Gentlemen:

Date.....

As my account with you is fully paid, please send me ONE OFFER, Postage Paid, as checked below: _____

☐ 12 Boxes UCA Household SALVE for chaps burns and minor cuts and 12 Sachet Perfume Packs easily sold to friends at 25¢ a box (giving Sachet Perfume FREE)

☐ 6 Boxes UCA Salve, and 6 boxes UCA Vapor Balm and 12 Sachet Perfume Packs easily sold to friends at 25¢ a box (giving Sachet Perfume FREE)

☐ UCA Kit of 12 assorted articles, consisting of 4 UCA Salve, 4 UCA BALM, and 4 UCA MENTHOL INHALERS at 25¢ each (giving Sachet Perfume FREE)

I will make every effort to sell the goods within thirty days and remit the money collected, selecting a premium or keeping Cash Commission as per your offers in Catalog I will receive with my order.

Sign Name

St. & No.

R.D.No..... Box No..... County.....

City..... State.....

Also Print YOUR LAST NAME ONLY in spaces below

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



FREE SINGING LARIAT sent Free for merely mailing this card.

If you mail this card within 5 days after its receipt by you, we will send this Wild West SINGING LARIAT along with the Salve at once.

No obligation.